

# SYSTEM AND METHOD FOR CABLE OPERATOR CONTROL OVER ENHANCED PROGRAMMING

## ABSTRACT OF THE DISCLOSURE

5           A system and method are described for allowing cable operators to actively block, pass through, modify, append, filter, or replace triggers corresponding to various forms of enhanced content being transmitted across a cable system. Accordingly, cable operators may offer enhanced content customized for their subscribers and earn additional fees for local advertising and other closely allied  
10   services.